

## TRADE AND SERVICES MARKETING

Title of Study Programme and Code		Type (compulsory/optional)	Cycle	Year of study when the component is delivered (if applicable)
Business Management 6531LX076		Compulsory		3 <sup>rd</sup> year
Semester/trimester when the component is delivered		Number of ECTS credits allocated	Language of instruction	Mode of delivery (face-to-face/e-learning/...)
6 <sup>th</sup>		4 ECTS	English	Face - to - face, e-learning
Learning outcomes			Study methods	Assessment methods
After completion of the study subject, a student will be able:			Lectures; Interpretation; Discussions; Study of references; Analysis of case studies; Practical works; Group work; Group presentation.	Assessment of practical assignments; Test; Project work.
<b>LO 1</b>	To explain trade and service marketing characteristics.			
<b>LO 2</b>	To conduct research on consumer needs and identify the target market.			
<b>LO 3</b>	To analyse trade and service marketing program measures.			
<b>LO 4</b>	To develop trade and service marketing plan.			
Prerequisites (these courses must be successfully completed prior to taking this particular course)				
Psychology, Microeconomics and Macro Economics, Fundamentals of Entrepreneurship, Module: Research and IT, Marketing, Marketing Research.				
Course content				
<ol style="list-style-type: none"> <li>1. Trade and service marketing concept and features.</li> <li>2. Trade and service market, marketing research.</li> <li>3. Commercial place, assortment of services, pricing, promotion.</li> <li>4. Service marketing mix and tools.</li> <li>5. Quality of the services.</li> <li>6. Interaction of service providers and customers.</li> <li>7. Service marketing planning.</li> <li>8. Strategies of trade and service companies.</li> </ol>				
Recommended or required reading and other learning resources/tools				
<ol style="list-style-type: none"> <li>1. Lovelock Ch.H., Vandermerwe S., Lewis B., Fernie S. (2016). Services Marketing. Edinburg Business School.</li> <li>2. Sivakumar S. Retail Marketing. Excel Books: <a href="http://books.google.it/books?id=95h98CjXhG0C&amp;printsec=frontcover&amp;hl=it&amp;source=gbs_ge_summary_r&amp;cad=0#v=onepage&amp;q&amp;f=false">http://books.google.it/books?id=95h98CjXhG0C&amp;printsec=frontcover&amp;hl=it&amp;source=gbs_ge_summary_r&amp;cad=0#v=onepage&amp;q&amp;f=false</a></li> <li>3. Wirth J., Lovelock Ch. H. (2018). Essentials of Service Marketing. England: Pearson Education Limited.</li> <li>4. Zeithaml V.A., Bitner M.J., Gremler D.D. (2009). Services Marketing: integrating customer</li> </ol>				

focus across the firm. NewYork: McGraw-Hill.